

PROJECT ORANGE

Event Plan/Recap

Landon Friend – event coordinator



OVERVIEW:

Orange: The color and the movement

There are 27 million people enslaved. They are literally in shackles and have no hope of securing their own freedom.

We are tired of little boys moving orange bricks in the orange sun all day long with no pay. We are tired of little girls having their dignity stripped away by men with orange credit cards.

We want to change how people think of Orange. For us it serves as a bright color to wake people up to the issue of human slavery. Orange is the banner under which we contend for every one of the 27 million faces who have no voice. Orange represents the bright hope we have in one day seeing an end to slavery.

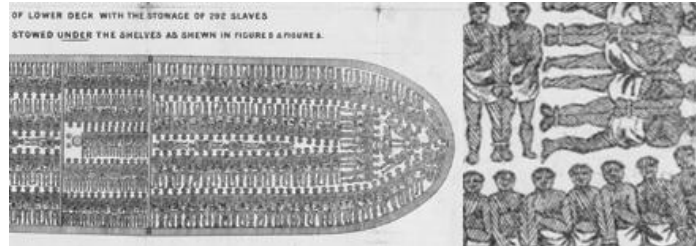
International Justice Mission—At The End of Slavery

International Justice Mission (IJM) is a human rights agency that secures justice for victims of slavery, sexual exploitation, and other forms of violent oppression. IJM lawyers, investigators, and aftercare professionals work with local governments to ensure victim rescue, to prosecute perpetrators, and to strengthen the community and civic factors that promote functioning public justice systems. <http://ijm.org>

IJM has produced a video as a way to educate people about human slavery. Narrated by actor Danny Glover, *At the End of Slavery: The Battle for Justice in our Time* takes you inside the violent and ugly business of modern-day slavery — the buying and selling of human beings — from the brothels of the Philippines to the brick kilns of India. Undercover footage and first-person testimony from former slaves and respected experts expose the enormity of the crime — but a remarkable strategy and the courage of today's abolitionists offer hope for a final end to this brutal trade.

Shot on location in the Philippines, India, Cambodia, and the U.S., *At the End of Slavery* takes you to the frontlines of today's battle for justice and includes true stories of former slaves and undercover footage from police operations to rescue children from brothels. IJM's investigators, lawyers, and social workers and their clients, along with other leading abolitionists and anti-trafficking experts, show that there is nothing inevitable about slavery. The success of law enforcement in finding and rescuing victims (and prosecuting perpetrators) demonstrates the real possibility of an end to this trade.

Two hundred years ago, British abolitionists used an image of the slave ship "Brookes" (pictured below) depicting the inhumane conditions in which enslaved Africans were transported across the Atlantic to expose the brutality of slavery to people who had never met or even seen a slave themselves. This image galvanized the abolition movement.



At the End of Slavery is designed to serve as a tool to open eyes, in the same way that the abolitionists who brought the trans-Atlantic slave trade to an end used this compelling image. Bring your community into the fight against slavery by introducing them to the reality of this crime.

(<http://www.attheendofslavery.com/>)

Cru—Greek Row

Greek Row is Cru's outlet for Greek students interested in spiritual topics, growing deeper in their faith and experiencing Christian fellowship. The purpose of the Greek Row is two-fold. We strive to be both *incarnational* and *attractional*. Incarnational in that we do hands-on ministry, whereby we are present and involved in the lives of the almost 3,000 students in the Greek system. Attractional in that we want to gather Greeks together in creative ways to present the gospel.

Student Life and Leadership—Greek Life

The Greek system at Cal Poly is one of the largest in the state with nearly 14% of our undergrads (roughly 3,000 students) being Greek. Since 1949, Greek organizations have been providing Cal Poly students with a great opportunity to become involved and develop a sense of belonging on campus. The Greek community consists of three governing councils at Cal Poly: Cultural Greek Council, Interfraternity Council, and Pan-Hellenic Association.

History of Project Orange

The idea for Project Orange came in early October as Jamey Pappas (director of Cru at Cal Poly and former Greek at Arizona), Sarah Wietbrock (3rd year social sciences student at Cal Poly), and I sat down to discuss our desire to more practically fall in line with Jesus' heart for the poor, oppressed, and afflicted. As a Christian, I share the desire. And as the Student Leader of Greek Row, I thought it was a wonderful opportunity to bridge the gap between the Christian community and the Greek system. In essence, our desire was twofold:

1. Be like Jesus and do something about the injustice in the world
2. Reach out to the Greek community (in a specific sense) and campus (in a general sense) to bring the message of freedom to Cal Poly.

In December we brought in Bethany Lick (a former Greek and current Cru intern at Cal Poly) to help get Project Orange off the ground.

Our desire was to rent a venue on campus to show IJM's *At The End of Slavery* to raise awareness and money to fight human slavery. Leading up to the event was a three-week publicity campaign and following the event was a series of philanthropy events to provide students with a practical way to respond to the fight against human slavery.

Our purpose in using the event as a ministry tool will be explained under "Missiology."

VISION

Missiology

Simply put, Project Orange was meant to accomplish four things:

1. Be obedient to Christ's call to practically serve the oppressed.
2. Fight human slavery.
3. Reach out to the Greeks specifically and Campus generally.
4. Lead Cru students to engage the campus in a missional way.

By being "missional," we seek to be two pronged: incarnational and attractational. When we look at Jesus, we see him being very intentional about investing in relationship. We also see him using signs, miracles, and wonders to manifest the glory of God. Both are extremely relational and purposeful in saving the lost.

Greek Row is incarnational in that we join fraternities and sororities in order to build relationships, do life with, and love Greeks for the sake of the Gospel.

Project Orange was our version of “attractational” ministry. We wanted to bring people in to hear the Gospel. Our aim was to reach out to a social justice oriented demographic of people, to share with them God’s heart for the oppressed and hurting. In doing so we prayed for gospel conversations to take place amongst Christians and non-Christians. We also wanted to break the stigma that “Christians are all talk.” We wanted to actively do something to meet felt needs in the world.

Roles

Cru

The vision of Project Orange is essentially the same as Cru: win, build, and send. To accomplish this, we needed Cru to help us. This meant using Cru human resources, campus relations, finances, and miscellaneous supplies. We also wanted to encourage students to purchase Project Orange shirts and take part in the philanthropy events that would follow the event. Our hope here was that this would provide a place where Christians could interact with Greek students for the sake of the Gospel.

We also wanted to have a 3-4 week series of announcements at the weekly meeting, each one utilizing a different creative outlet to publicize the Project Orange event and God’s heart for the oppressed. In advertising PO so heavily and asking for help, we wanted to give students who have typically been consumers to get plugged in and serve. As they finished serving PO, our hope was that they would then begin to serve the campus through Cru.

In addition, we sought to involve Bible Study leaders (on campus and in the city) by having them buy an [At The End of Slavery kit](#) to host their own showing following the big event. Our vision was that all of the bible studies would rest from their typical bible study track to focus specifically on human slavery. We thought this would be a good way for bible study leaders to invite people to their group who typically wouldn’t come to a “bible study” but would come to a discussion about human slavery. Our prayer was that, as this took place, new and unreached people would have a chance to build personal relationships with Christians and hear the gospel. In essence, the bible studies were the lynchpins in the advancement of the gospel on a massive campus scale.

Greek Row

Greek Row was to serve as the liaison between Cru and the Greek community. They were our main leadership core and facilitators of planning philanthropy events and engaging the Greek community. Bethany and I ended up taking on much of the burden in the beginning, however as we began to more firmly set our course we were able to delegate responsibilities to other students within the leadership core. These responsibilities included making announcements in Greek houses (at chapter

meetings), coordinating with philanthropy chairs, selling shirts, and giving updates about PO at IFC at Pan-Hellenic meetings.

Greek Life

Student Life and Leadership (specifically Greek Life) first served as a financial contributor, donating \$1,000 to cover most of the cost of the venue. However, we did not want to engage the Greek community merely on a financial level. It was our desire to create a unified event between Christians and non-Christians where people could have Gospel conversations and build relationships.

To do this, we asked the Greek Community to buy promotional shirts and to host philanthropy events. Ideally, we wanted to show the video and have a weeklong series of “action events” or philanthropy events, where attendees could practically do something about the human slavery issue. (More under “Action Events”)

Logistics

Publicity

1. Purchased and built website (goprojectorange.com)
2. Created Facebook event and group
3. Sold high quality shirts*

* American Apparel, with two different color shirts at different prices (orange costing more than blue). We told buyers that the reason for selling two shirts at different prices would be announced at the event, i.e. “We are doing a social experiment.” We did this to depict the reality of the uphill battle to stop human slavery. It costs more to free a slave than it does to buy a slave. Blue represented the cost of purchasing a slave and orange represented the cost to free a slave. “Orange is the color of freedom.”

At the event we had a chart showing the number of shirts ordered of each color and the total amount of money raised through shirt purchases. This gave attendees a tangible depiction of the cost to fight slavery. We thought most students would buy the cheaper shirt and we could then say “Thank you for buying, but this goes to show us all the reality of how difficult it is to free slaves.” However, most students bought the more expensive shirts and we were therefore able to say, “Thank you. You have proved that we can make a difference.”

4. Creative ad campaign ideas
 - Laying flyers on the ground with an orange on top acting as a paper weight (worked really well, people picked them up quickly)
 - Human art campaign such as [“flash mob”](#) or the [“truth anti-tobacco”](#) style utilizing t-shirts

- Big expensive banners in sets of 3 (2 blue: one word describing slavery on each, 1 orange: inspiring freedom and event date)
 - Chalk Art (Drew big oranges on the ground)
5. Announcements at Cru weekly meeting involving creative art
 6. Passed out oranges with a sticker on it with the PO website

Event

(So much to say here. Contact me for more info about facilitation, staff, media, resources, venue size, etc)

Agenda:

8:00	Welcome/Introduction-What Project Orange is/Vision
8:02	Overview - Agenda of night (donations announcement at any time)
8:05	Showing - At the End of Slavery
9:05	Movie ends
9:05	"Voices" Presentation
9:10	Faces to the Issue/Personal Story-Cassie Azevedo
9:25	"Next 1"-How to get involved: Journeymen International-India/Shirt video
9:40	Why the shirt colors-bring out "Voices" actors
9:45	"Next 2"-Tables in Foyer & Action Events
9:50	Online Donations-Smart phones and computers
9:55	Goodnight

Action Events

These are the philanthropy events. We wanted to put on a weeklong series of events following the showing to allow students to respond in a myriad of ways and to open doors to spiritual conversations.

There were three genres of philanthropy events that we proposed to the Greek community.

1. Provide felt needs: Host some type of drive to collect clothes, toothbrushes, shoes, etc.
2. Provide financial resources: Host an event where goods or services were offered in order to raise money for IJM.
3. Provide advocacy/awareness resources: Host an event where students could come and write letters to politicians, sign petitions, or promote the issue on campus.

By hosting action events, the Greek community could create a positive interaction with campus and the community. It would also be the first Greek-wide unified event where Greeks could interact with each other for a positive common purpose. For this reason, Greek Life chose to donate money to PO.

Future Ideas

- Mercy-based ministry trips to Haiti (Cru summer project or semester abroad) aimed solely at Greeks. Haiti is considered a high trafficking country after the earthquake.
- One big annual Project Orange event. By broadening our vision we will be able to continuously advocate social justice issues, but remain fresh and new to keep students coming to our events to hear about new interesting topics.
- Benefit concert with prominent band promoting social justice causes.
- IJM/Cru justice week.
- Partner with Journeyman International (send written letters to rescued slaves and send students to India and Mexico to help build a school, orphanage, and aftercare facility for rescued and at-risk children).
- Partner with TOMS shoes to advocate and raise money for IJM. (One idea has included the creation of a bright all orange shoe with a percentage of the profits going to Project Orange.)

Our next step is to transition new student leaders into leadership roles to plan the next annual event.